

Tamotsu KAJIHARA, S.N. 10/722,957  
Page 2

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Dkt. 2271/71604

OCT 17 2007

**Listing of Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

1. (currently amended) An apparatus for performing image processing on image data ~~including a memory color~~, comprising:

a characteristic value calculation part calculating a characteristic value from the image data;

an area extraction part extracting a specific color area of a specific color and a background area thereof from the image data, using the characteristic value and color information of ~~[[the]]~~ a memory color stored in a storage part;

a target value calculation part calculating a target value for correcting a preferable color of the specific color from the characteristic value, the extracted specific color and background areas, and color information of the preferable color stored in the storage part; and

an image data color correction part calculating ~~[[a]]~~ an amount of correction for correcting the preferable color based on the calculated target value and the characteristic value, and correcting a color of the specific color area based on the calculated amount of correction and the characteristic value,

wherein said target value calculation part sets an intersection of a straight line and an ellipsoid as the target value of the preferable color, the straight line being parallel to a segment connecting chromaticity coordinates of the background area and an origin, and passing through chromaticity coordinates of the preferable color of the specific color, the ellipsoid being formed by a range of the preferable color of the specific color.

Tamotsu KAJIHARA, S.N. 10/722,957  
Page 3

Dkt. 2271/71604

2. (original) The apparatus as claimed in claim 1, further comprising an attribute information obtaining part obtaining attribute information added to the image data, wherein said image data color correction part corrects the color of the specific color area based further on the obtained attribute information.
3. (original) The apparatus as claimed in claim 2, wherein the attribute information obtaining part obtains information on a condition for capturing the image data as the attribute information, the condition being one of a scene capture type, an F number, a shutter speed, white balance, and presence or absence of a flash.
4. (original) The apparatus as claimed in claim 3, wherein said image data color correction part corrects the color of the specific color area by multiplying the calculated correction by a correction factor set according to the condition for capturing the image data.
5. (original) The apparatus as claimed in claim 1, wherein said characteristic value calculation part splits the image data into a plurality of regions, and calculates, for each region, at least one of an average, a median, a mode, and a standard deviation in color information, and a percentage of the region in the image data.
6. (original) The apparatus as claimed in claim 1, wherein the color information of the preferable color of the memory color stored in the storage part comprises chromaticity coordinates in a color space and a range of the chromaticity coordinates.

Tamotsu KAJIHARA, S.N. 10/722,957  
Page 4

Dkt. 2271/71604

Claim 7 (canceled).

8. (currently amended) The apparatus as claimed in claim [[7]] 1, wherein said image data color correction part corrects chromaticity coordinates of the specific color area of the image data by a predetermined distance calculated based on the characteristic value of the image data along an axis formed by the target value and the characteristic value of the specific color area.

9. (original) The apparatus as claimed in claim 8, wherein the predetermined distance is calculated based on a percentage of the specific color area in the image data.

10. (currently amended) A method of performing image processing on image data ~~including a memory color~~, the method comprising the steps of:

- (a) calculating a characteristic value from the image data;
- (b) extracting a specific color area of a specific color and a background area thereof from the image data, using the characteristic value and color information of [[the]] a memory color stored in a storage part;
- (c) calculating a target value for correcting a preferable color of the specific color from the characteristic value, the extracted specific color and background areas, and color information of the preferable color stored in the storage part; and
- (d) calculating [[a]] an amount of correction for correcting the preferable color based on the calculated target value and the characteristic value, and correcting a color of the specific

Tamotsu KAJIHARA, S.N. 10/722,957  
Page 5

Dkt. 2271/71604

color area based on the calculated amount of correction and the characteristic value,

wherein an intersection of a straight line and an ellipsoid is set in step (c) as the target value of the preferable color, the straight line being parallel to a segment connecting chromaticity coordinates of the background area and an origin, and passing through chromaticity coordinates of the preferable color of the specific color, the ellipsoid being formed by a range of the preferable color of the specific color.

11. (original) The method as claimed in claim 10, further comprising the step of (e) obtaining attribute information added to the image data,

wherein said (d) corrects the color of the specific color area based further on the obtained attribute information.

Claims 12-27 (canceled).

28. (currently amended) A machine readable medium tangibly embodying a program for causing a computer to execute a machine to perform the method as set forth in claim 10.

Claims 29-30 (canceled).

31. (original) A computer-readable recording medium on which a program for causing a computer to execute a method as set forth in claim 10 is recorded.

Claims 32-33 (canceled).